

Figure 2

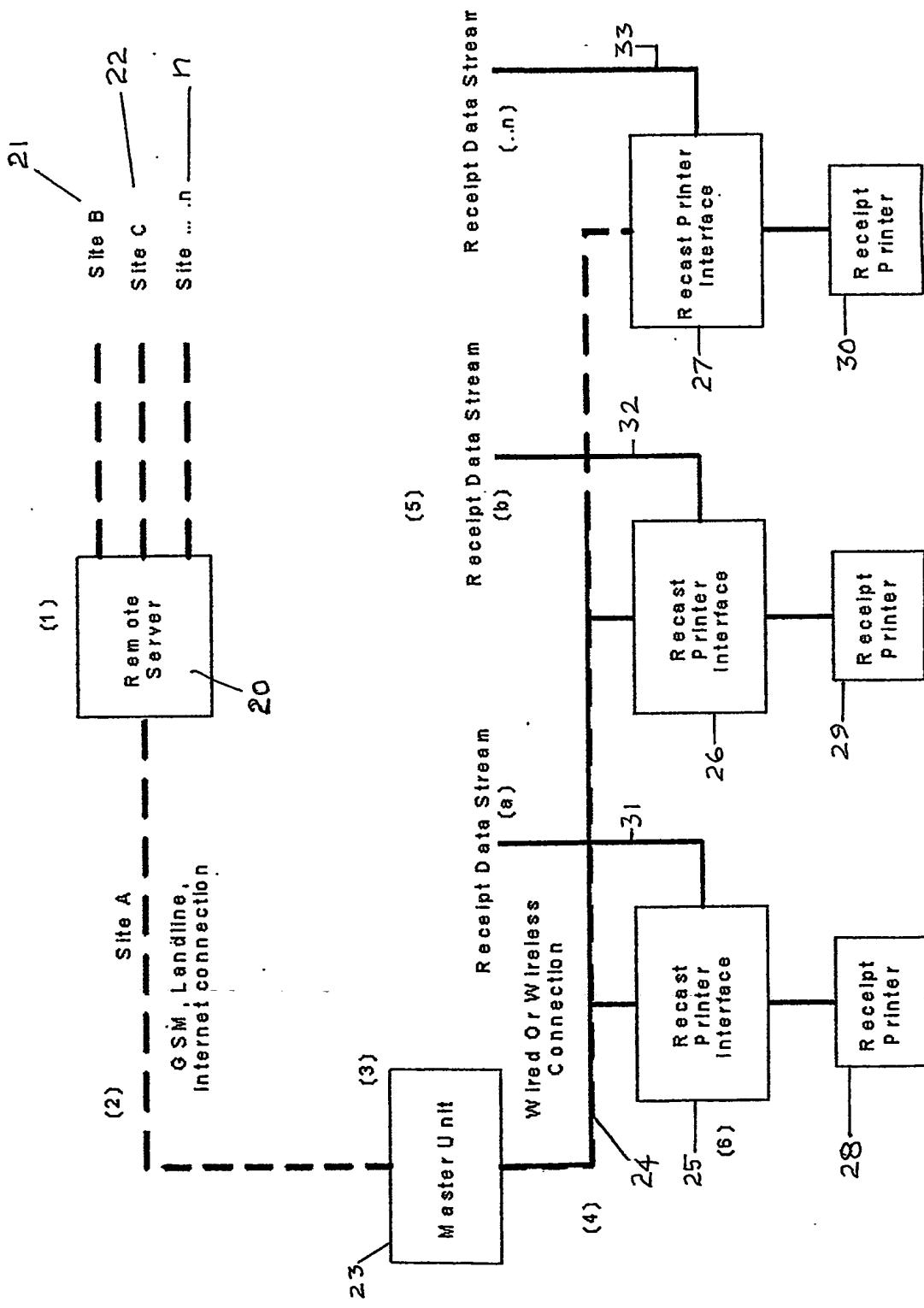


Figure 3

34
 Data-Stream example for Cosmetic, Voucher, and Name application

35
 Poorly presented Header Information removed

New Header Information including Company Logo

Heads Milk

John's Crisps

Original Cola

text

40

Data untouched

Total

36
 Points to Data 1
 in Printer Memory

36
 Gives gaming line
 corresponding to amount
 spent

37
 Data 1 is inserted
 into Data Stream

38
 Smithies Crisp
 30% off voucher

38
 Data 2 is not inserted
 into Data Stream

38
 50% off Terry
 Shampoo

37
 Data 3 is inserted
 into Data Stream

37
 30% off any Head
 Product

36
 Points to Data 3 in
 Printer memory

* Printer memory may not be
 located inside printer

BEST AVAILABLE COPY

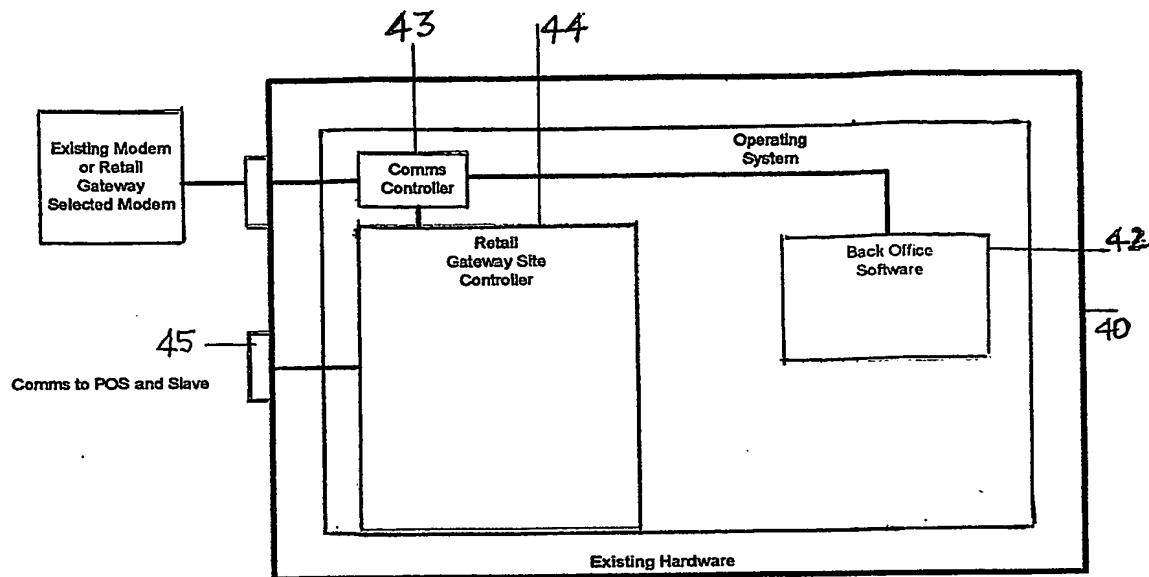


FIGURE 4

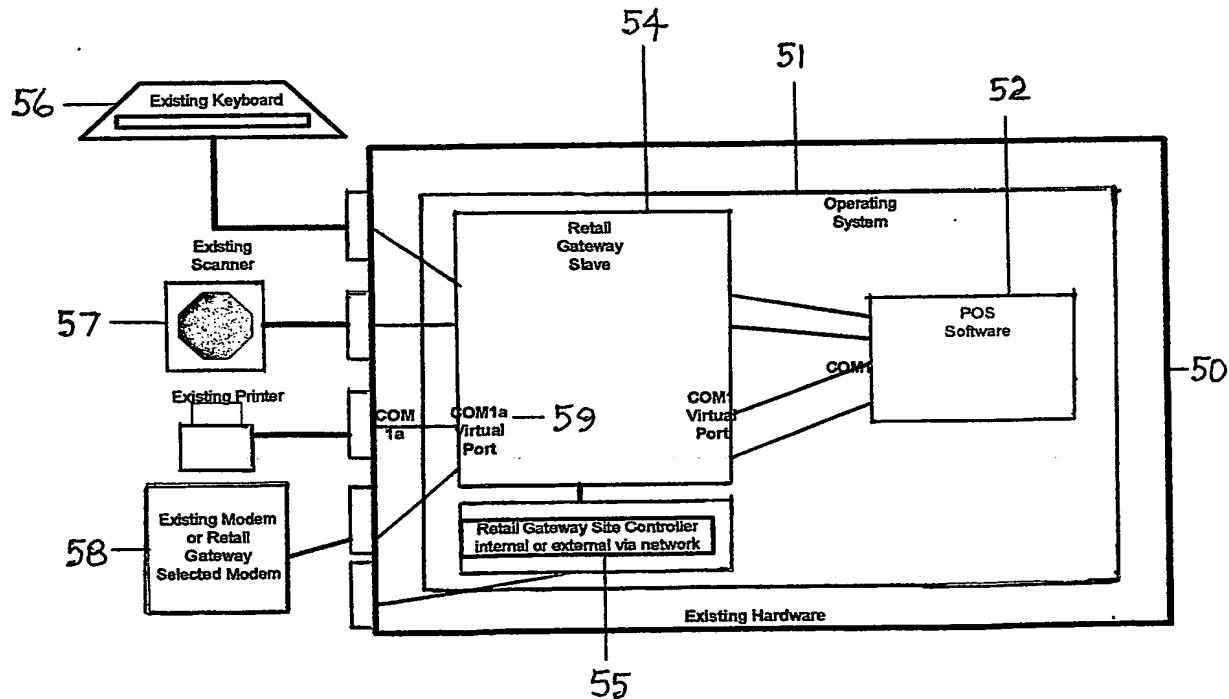


FIGURE 5